



2009 Annual Report To Our Residents



Brought to you by the Sturgis City Council, City Manager and Employees

Council Goals and Accomplishments

1

- Staff and Council accomplished 33 of 42 short, medium, and long range goals set for 2009
- Remaining goals will be addressed with the update of the Comprehensive Plan /Future Sturgis visioning process



Tax Rate Breakdown – School, City, County

2

County Tax
Rate History
\$/\$1,000
Assessed
Valuation
22%

Tax Rate Share

City Tax Rate
History in
\$/\$1,000
Assessed
Valuation
29%

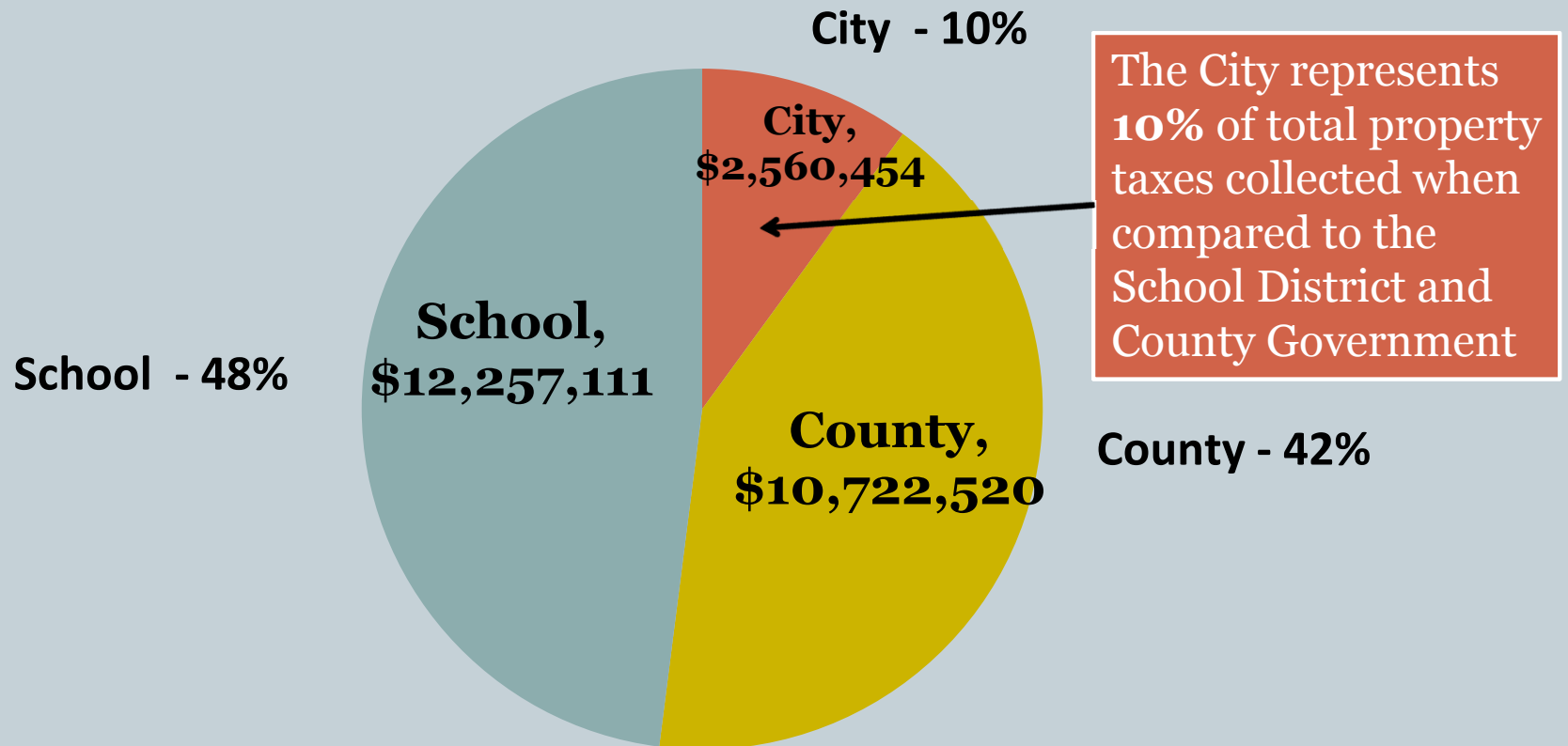
School Tax
Rate History
in \$/\$1,000
Assessed
Valuation
49%

The City represents
29% of your total
property tax bill –
71% goes to the
School District and
County

Actual Property Tax Dollars

3

Total Property Tax Budget Pie



City Tax Rate Reduction

4

- Reduction of the City's tax rate for the 4th consecutive year from .00797 to .00763
- **4 consecutive City tax rate reductions has not happened in the last 20 years**

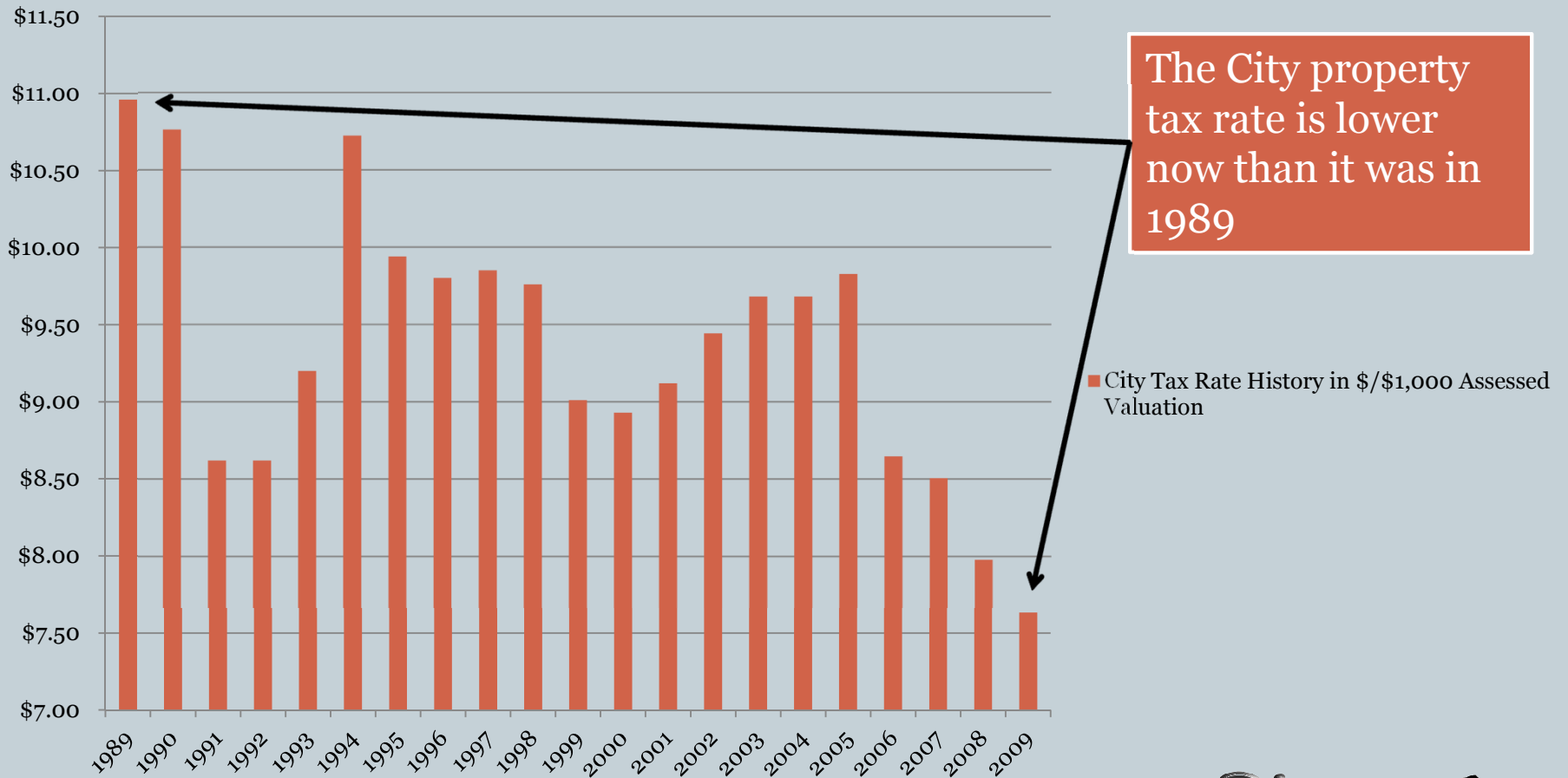
City Tax Rate History



City Tax Rate History

5

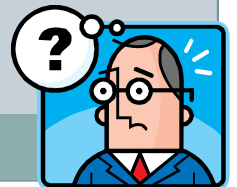
City Tax Rate History in \$/\$1,000 Assessed Valuation



Why hasn't my property taxes gone down?

6

- The City's share of the tax bill is 29% of resident's total tax bill
- 71% of your tax bill goes to the School District Meade County (City has no control over their budgets)
- Increases in assessed valuations – when your home appreciates your assessments go up
- City can reduce the City share of tax rate and it's possible total property tax can go up due to increased assessments and tax requests from the School District and Meade County





Future Sturgis



7

- Future Sturgis Progress
- Town Hall Progress Reports on March 24 & September 26
- Major progress from Downtown to Exit 32
- Downtown - Welcome Signs, Pocket Parks, Sculpture Walk, more improvements planned

New Pocket Parks – Main Street



Street Improvements

8

- Overlay Program installed 32 blocks of pavement
- 10 blocks of Chip and Seal
- Pine View Drive Paved – 3,000 SF – Special Assessment District



Murray Addition Improvements

9

- Murray Addition Water, Sewer and Street Improvements - Phase 1 started 10/13/09, Phase 2 awarded 12/7/09, completion in Spring 2010
- \$214,000 Stimulus Grant secured for Murray residents



Job Creation / Economic Development

10

City worked with Sturgis Economic Development Corporation (SEDC) to help attract new businesses to Sturgis



LANDSPORT

YOUR PREMIER LOADING SPECIALISTS SINCE 1987

877-687-RAMP (7267)

IRON AGE INTERNATIONAL

Financial Responsibility

- City saved **\$396,481** through the Purchasing Policy (competitive bidding)
- Continued City property tax rate reduction
- Total budget reduction of **\$(226,242)** or **-1.5%** over 09
- 09 Budget balance savings of **\$1,328,094**



Successful Grant Procurement

12

Grants for Sturgis

Bike Path	\$160,752
Generator	\$11,500
Airport Apron / ALP	\$650,000
Snow Removal Equipment	\$180,000
Murray Addition	\$214,000
Pineview DOT Grant	\$146,305
7th Street FEMA Grant	\$30,000
Sly Hill Emergency Funding	\$425,000
PD Stimulus Grant Rescue	\$19,500
Total	\$1,837,057



More Revenue from the Rally

13

- City increased Sponsorship Revenue by 15% to \$457,000
- Retention of Motoring USA Agency
- New Attractions and Events Downtown to increase visitor spending

SPECIAL EVENTS SCHEDULE

Sturgis MOTORCYCLE RALLY

SUNDAY AUGUST 2 THROUGH WEDNESDAY AUGUST 5 1PM & 3PM DAILY

StarBoyz
Bringing STUNT RIDING to the streets
next to the Sturgis Motorcycle Rally Expo

AFTERMARKET ROUNDTABLE
Insight into the industry from professionals
Featuring Randy Aron, Scott Hodgson, Holger Mohr, Grady Pfeiffer & Ted Sands
Sturgis Motorcycle Rally Expo Theatre

WEDNESDAY AUGUST 5 NOON

CUSTOM BUILDERS ROUNDTABLE
Nationally known custom motorcycle builders
Featuring Jerry Conington, Cory Ness, Dave Perewé, Donnie Smith & Eddie Trille
Sturgis Motorcycle Rally Expo Theatre

THURSDAY AUGUST 6 3PM

LOUD AMERICAN BURNOUTS
Emceed by Lorenzo Lamas
\$1,000 IN PRIZE MONEY
next to the Sturgis Motorcycle Rally Expo

SURE TO ENTERTAIN AUDIENCES OF ALL AGES!
For almost 15 years, the StarBoyz have been international icons in the stunt riding industry. During the riding season, more than 400,000 enthusiasts come out to see their shows.

elltel wireless

This event features nationally recognized product manufacturers and suppliers of the V-Twin aftermarket.

Your chance to hear from and participate in a Q & A session with some of the greatest minds in custom motorcycle building.

Watch as bikers do their best before a panel of judges to earn prize money provided by the Loud American Roadhouse. Also, Jeff Clark warms up the audience with crazy burnouts from the famous Budweiser Burnout Bike.

CITY OF STURGIS EVENTS:

DATE	TIME	EVENT	LOCATION
Sunday, Aug. 2 – Tuesday, Aug. 4	9am – 6pm	Sons of Anarchy	900 Block of Sturgis Main St.
Sunday, Aug. 2 – Tuesday, Aug. 4	9am – 9pm	Car Crazy TV	M/C Expo / 4th & Lazelle
Sunday, Aug. 2 – Wednesday, Aug. 5	1pm & 3pm Daily	StarBoyz-Stunt Riders	M/C Expo / 4th & Lazelle
Sunday, Aug. 2 – Thursday, Aug. 6	9am – 6pm	Altai Bike Build	M/C Expo / 4th & Lazelle
Monday, Aug. 3	9am	Mayor's Ride	M/C Expo / 4th & Lazelle
Tuesday, Aug. 4	12noon	Industry Roundtables	M/C Expo Theatre
Tuesday, Aug. 4	2pm	Aftermarket Roundtable	M/C Expo / 4th & Lazelle
Tuesday, Aug. 4	3pm	Dakota Thunder Ride Arrives	Main St.
Wednesday, Aug. 5	12noon	Military Appreciation Day/Flyover	Sturgis Fairgrounds/Ball Park Rd.
Wednesday, Aug. 5	12noon	Half Mile Race	M/C Expo Theatre
Wednesday, Aug. 5	12noon	Industry Roundtables	M/C Expo Theatre
Wednesday, Aug. 5	12noon	Custom Builders Roundtable	M/C Expo Theatre
Thursday, Aug. 6	3pm	Loud American Burnouts	M/C Expo / 4th & Lazelle

RALLY ATTRACTIONS:

DATE	TIME	ATTRACTION	LOCATION
Thursday, July 30 – Saturday, Aug. 8	9am – 9pm	Rally Headquarters	Main St. & Junction
Saturday, Aug. 1 – Saturday, Aug. 8	9am – 6pm	M/C Expo Complex	4th & Lazelle
Saturday, Aug. 1 – Saturday, Aug. 8	9am – 9pm	Main Street Photo Towers	Main St.

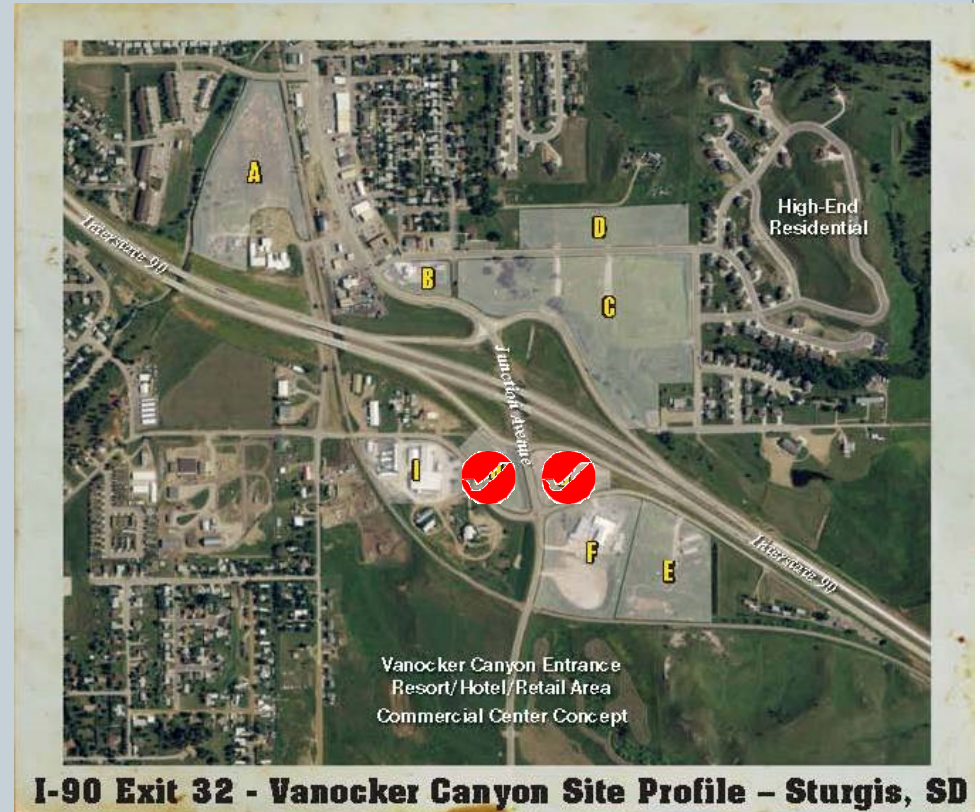
For More Information contact us at 720-0800 or visit sturgismotorcyclerally.com

Sturgis Motorcycle Rally Expo

Retail Attraction Plan – Exit 32

14

- City acquired and improved three parcels at Exit 32 from the SD DOT
- Buxton Study / Retail Recruitment launched
- Collaboration with SEDC and Sturgis Chamber of Commerce



New Retail Businesses

15

At least 18 new retail businesses have been added since 2008



New Retail Businesses

Alternative Changes - Envy Salon - Gentry Loan - Holiday Inn Express & Convention Center - Kang San Japanese & Korean Restaurant - Matt's Barbershop - My Sister's Closet - Sturgis Dog House - Tony Hill Woodworking - Weaver Art Gallery - Early Childhood Development - Scoop Town Creamery - Flex Fitness - Sturgis Photo & Gifts - Temporary Insanity - Desaree and Company School of Beauty - NAPA Auto - Unique Boutique - Sturgis Wine Company - Si Señor Authentic Mexican Restaurant

Insurance Rating Reduction

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City was able to reduce the ISO insurance rating of Sturgis from a 6 to a 5 resulting in lower insurance premiums for residents due to improved Fire Protection and Training



Community Center Improvements

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- City implemented many new enhancements to improve the quality experience of our residents at the Community Center
- 500 children participated in Community Center Programs



Sly Hill Reconstruction – Emergency Grant

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- City secured a \$425,000 Federal Disaster Grant and DOT financing to reconstruct and repair the Sly Hill Road
- No construction costs to Sturgis residents
- Win for County *and* City residents



Airport Improvements

19

- FAA Grants were secured for \$650,000
- Apron completed with \$403,370 grant
- Airport Layout Plan completed with grant
- Runway Reconstruction possible in 2010 with \$2.3 million grant



Pine View Drive Paving Project

20

City worked with residents to form a Special Pavement District to pave Pine View Drive



7th Street Bridge Replacement

21

City obtained a \$30,000 FEMA grant to install a permanent concrete box culvert crossing at 7th Street



Vanocker Creek Maintenance Project

22

Flood management improvements in Vanocker Creek to mitigate flooding for residents



Emergency Snow Removal Efforts

23

- Sturgis snowfall was up **209% above average in 2009**
- The Public Works crews removed 47,163,600 cubic feet of snow from 3 blizzards in March
- City obtained Federal equipment grants for emergency snow removal to improve snow removal efforts



Improved Communications

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- 2009 - 56,186 unique visitors referenced 224,008 pages on www.sturgis-sd.gov
- 2,275 homes receive SIP (Sturgis Information Publication) every month
- 23,700 SIPs were distributed in 2009



Improved Customer Service

25

Staff serviced and resolved **484** citizen cases via the ***Sturgis Listens*** Citizen Relationship Management System

The screenshot displays the City of Sturgis, SD - Official Website. At the top, the date 2/16/2010 and the website title are visible. A banner image features the text "CITY OF Sturgis" with a motorcycle and rider. Below the banner is a search bar and navigation tabs for Departments, Government, Business, and Visitors. A sidebar on the left contains links for Home, Email, Print, RSS, Newsletters, Agendas / Minutes, City Ordinances, Departments, How do I...?, and E-Services. The main content area is titled "RequestTracker" and includes a "You are here: Home > RequestTracker" breadcrumb. It lists various request categories with links to specific forms, such as "Request to be on City/Council Agenda", "Reserve the Armory for an event", "Request for Inspection", "Request Additional Information about a Job Posting", "Request Information About the Volunteer Program", "Request Repair of a Grave Site", "Report a Trash Tote Problem", "Request for Sanding or Snow Removal", "Request for Sanitation Services/Pick Up Item", "Sewer Problems", "Street Light Problem", "Street Repair Request", "Traffic Signal Problem", and "Water Main Break". A "Contact Us" button is located at the bottom right. The footer contains contact information for the City of Sturgis and links to Reusable Energy, Accessibility, Sitemap, Powered by CivicPlus, and Copyright Notice.

2/16/2010 City of Sturgis, SD - Official Website

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You are here: Home > RequestTracker

RequestTracker

Use Request Tracker to report your concerns.

Log in to check on existing requests.

1 Forms

All Other Requests

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City Manager

[Customer Service Issues](#)

[Presentation Request](#)

Community Center

[Inquire About Athletic Programs](#)

[Request a Meeting Room Reservation](#)

Community Development

[Code Enforcement Issue](#)

Human Resources

[Check on the Status of your Application](#)

[File an Insurance Claim](#)

[Report a Safety Concern](#)

Parks Department

[Assistance with Locating a Grave Site](#)

[Request a Park Shelter Reservation](#)

Public Works

[Report a Trash Tote Problem](#)

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City of Sturgis, 1040 2nd Street, Sturgis, SD • Ph: (605) 347-4422 • Fx: (605) 347-4861

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In closing



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- 2009 was a good year!
- If you have a problem please contact us at 347-4422 or go to **Sturgis Listens** on the internet at www.sturgis-sd.gov and report your problem.
- We are here to serve the residents!